U.S. Department of Energy Smart Grid Investment Grant

Technical Advisory Group Guidance Document #6[*] -

Topic: Recommendations for Content of the Consumer Behavior Study Evaluation Report(s)

September 17, 2010

I. Introduction
   a. Project Background
   b. Project Overview
      i. Objectives
      ii. Expected benefits
   c. Hypothesis(es)

II. Project Description
   a. Design elements
      i. Target population
      ii. Sample specification
         1. Treatment group
         2. Control group
      iii. Assignment method
      iv. Rate and non-rate treatments
         1. Rate design elements
            a. Baseline calculation
            b. Rate structures
         2. Technology description

[*] The following individuals on the Lawrence Berkeley National Laboratory Technical Advisory Group (TAG) drafted and/or provided input and comments on one or more of the U.S. Department of Energy Smart Grid Investment Grant (SGIG) Technical Advisory Group Guidance Documents: Peter Cappers, Andrew Satchwell and Charles Goldman (LBNL), Karen Herter (Herter Energy Research Solutions, Inc.), Roger Levy (Levy Associates), Theresa Flaim (Energy Resource Economics, LLC), Rich Scheer (Scheer Ventures, LLC), Lisa Schwartz (Regulatory Assistance Project), Richard Feinberg (Purdue University), Catherine Wolfram, Lucas Davis and Meredith Fowlie (University of California at Berkeley), Miriam Goldberg, Curt Puckett and Roger Wright (KEMA), Ahmad Faruqui, Sanem Sergici, and Ryan Hledik (Brattle Group), Michael Sullivan, Matt Mercurio, Michael Perry, Josh Bode, and Stephen George (Freeman, Sullivan & Company). In addition to the TAG members listed above, Bernie Neenan and Chris Holmes of the Electric Power Research Institute also provided comments.

3. Information description

b. Implementation
    i. Project schedule
    ii. Sample recruitment and maintenance
    iii. Incentive approach

III. Evaluation Methods
a. Analytical methodology(ies)
b. Data collection

IV. Results
a. Sample participation rates
    i. Treatment group
    ii. Control group
b. Peak event information
c. Historical usage data summary
d. Benefits and metrics data summary
e. Project data summary
f. Impact evaluation results
g. Process evaluation results
h. Cost-effectiveness results

V. Conclusions
a. Interpret data with respect to hypothesis(es)
b. Prospects for future deployment